

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00042 071231Z
ACTION EUR-12

INFO OCT-01 EA-09 ISO-00 /022 W
-----071232Z 102840 /10

P R 071144Z JAN 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9453

UNCLAS STOCKHOLM 0042

FOR: BIC/OIM: TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: HOTEL & RESTAURANT EQUIPMENT/FRANCHISING USA

1. IN YOUR SUMMARY EXHIBIT PLAN FOR SUBJECT SHOW, YOU DO NOT
APPEAR TO HAVE LISTED INTERNATIONAL FRANCHISE ASSOCIATION,
SUITE 600W, 7315 WISCONSIN AVENUE, WASHINGTON, DC 20014,
PHONE (301)652-6270 AS ONE OF THE TRADE ORGANIZATIONS TO
CONTACT.

2. IF YOU HAVE NOT BEEN IN TOUCH WITH THEM, PLEASE CONTACT.
NOTE AMONG THEIR MEMBERSHIP REQUIREMENTS: COMPANY MUST HAVE
A NET WORTH OF AT LEAST \$200,000, HAVE BEEN IN BUSINESS
FOR AT LEAST TWO YEARS, HAVE AT LEAST 10 FRANCHISES OF
INDIVIDUAL UNITS, ETC.

3. SUGGEST YOU PROCURE THE FOLLOWING MEMBER COMPANIES
WHICH WE REGARD AS VERY INTERESTING FOR THE SCANDINAVIAN
MARKET:

(A) DUNKIN DONUT OF AMERICA, INC.
P.O. BOX 317
RANDOLPH, MA 02090

(B) ARBYS INC.
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17 COLONIAL DRIVE
YOUNGSTOWN, OH 44505

(C) BROWN DERBY, INC.
7850 NORTHFIELD ROAD
CLEVELAND, OH 44146

(D) FIRST MATE, INC.
923 W RUSSELL PLACE
SAN ANTONIO, TX 78212

(E) LONG JOHN SILVERS INC.
1949 NICHOLASVILLE ROAD
LEXINGTON, KY 40503

(F) ORANGE JULIUS OF AMERICA
3219 WILSHIRE BOULEVARD
SANTA MONICA, CA 90403

(G) WAFFLE KING OF AMERICA, INC.
626 PRITCHARD BUILDING
HUNTINGTON, WV 25701

(H) INTERNATIONAL DAIRY QUEEN, INC.
P.O. BOX 35286
MINNEAPOLIS, MN 55435

(I) BONANZA INTERNATIONAL, INC.
8350 N CENTRAL EXPY
DALLAS, TX 75234

(J) DER WIENERSNITZEL INTERNATIONAL
P. O. BOX 3788
TERRANCE, CA 90510

(K) INTERNATIONAL HOUSE OF PANCAKES
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6837 LANKERSHIM BOULEVARD
NORTH HOLLYWOOD, CA 91605

(L) MR. STEAK, INC.
5100 RACE CT.
DENVER, CO 80216

(M) SHAKEYS, INCORPORATED
P.O. BOX 1597
ENGLEWOOD, CO 80110.
SMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 07-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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Executive Order: N/A
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Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t19770170/aaaaciyq.tel
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Litigation History:
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Original Classification: UNCLASSIFIED
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Review Exemptions: n/a
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3641111
Secure: OPEN
Status: NATIVE
Subject: HOTEL & RESTAURANT EQUIPMENT/FRANCHISING USA
TAGS: BEXP, SW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/768430dc-c288-dd11-92da-001cc4696bcc
Review Markings:
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